



Communications & Promotions Team (CPT) March 29, 2016
Board Update

Admin:

1. Welcomed Administrative Assistant III, Aspen Kuhlman

Research:

1. Senior Farmers Market Nutrition Program survey
 - a. Completing report based on survey results and findings to determine major topics that will help improve the program and serve senior citizens as well as help local producers
2. School Meal survey
 - a. Working with Food and Nutrition Division on developing, administering and producing report based on survey findings.
 - b. Survey to cover: current parents and students opinions regarding the foods served in schools, what food items students/parents would like to have on the menu, and what menu changes would impact student participation.
3. Data Collection/Database – Fact sheets
 - a. Working with different data systems to gather information relevant for reporting, and creating fact sheets material for the website and will have an overview of all the relevant agriculture fact for each county.

Planning:

1. Logistics and tours for Western Association of State Departments of Agriculture conference July 17 – 22, 2016, Hard Rock Hotel, Lake Tahoe

Media Relations:

1. School Wellness Policy – all northern Nevada stations, print and area bloggers
 - a. <http://www.rgj.com/story/news/education/2016/03/13/snack-showdown-washoe-schools-struggle-follow-federal-food-laws/81661820/>
 - b. <http://www.kolotv.com/content/news/Changes-pending-for-district-wellness-program-371006011.html>
2. Free northern Nevada pesticide waste collection event
3. Free southern Nevada pesticide waste collection event
4. Specialty crop grant funds available
5. First Nevada School Garden Conference to be held
6. Robert Little, JJ Goicoechea, Meghan Brown announcements
7. Nevada food and ag companies invited to join trade mission
8. Caution in Virginia Range Area release
9. Food Safety and Good Agricultural Practices interview with KOLO
10. National School Breakfast Week



Buy Nevada:

1. Creating comprehensive database of members for Buy Nevada Program.
2. Working with Secretary of State to target all food and agriculture companies to outreach for Buy Nevada and Global Trade opportunities

Public Outreach:

1. Buy Nevada videos and Facebook revamp
2. FAQ updates and creation

Agriculture Literacy:

1. School Meal Pattern learn books targeted at 3-5 graders were printed in October and initial distribution has begun. These five issues help students link the food on their school lunch tray to the importance of nutrition, Nevada agriculture and potential career opportunities.

Economic Development and Global Trade:

1. International Trade Leads provided to Nevada companies
 - a. China: 6
 - b. Mexico: 6
 - c. Vietnam: 1
2. Companies working with to start operation in NV: 8
3. Companies working with to expand operation in NV: 2
4. Working with GOED to develop drone opportunities for agriculture
5. Success Story from FI-Europe
 - a. Participating NV companies have projected 12 month sales of \$600k from direct participation in the trade show
6. WUSATA activities managing/leading/supporting for 2016
 - a. Food Ingredients Outbound Trade Mission to Guangzhou
 - b. Food Ingredients China Trade Show
 - c. Director's Trade Mission to Vietnam
 - d. Food Hotel Asia Trade Show
 - e. SIAL China Trade Show
 - f. Food Ingredients Outbound Trade Mission to Manila
 - g. Food Ingredients Asia Trade Show
 - h. Food Ingredients Outbound Trade Mission to Germany
7. Introduced 3 companies go through the process of qualifying for WUSATA grant
8. Working with Foreign Ag Service for a NDA European Business Development Tour in Brussels, Germany, Czech Republic, and Croatia
 - a. Securing dates
 - b. Working through budget
 - c. Finding locations to tour and scheduling Embassy Market Briefings